

# Fortified/Functional Packaged Food in the US

<https://marketpublishers.com/r/FC75B21C0E4EN.html>

Date: January 2022

Pages: 32

Price: US\$ 990.00 (Single User License)

ID: FC75B21C0E4EN

## Abstracts

Immune claims had a huge year in 2020, as US consumers flocked to any product that could reasonably claim to help them fight off the threat of COVID-19 infection. There is a real question as to what extent this can endure in the future, however, now that much of the US is vaccinated. While COVID-19 itself remains endemic, the level of concern amongst the population has fallen off significantly. A minority remains very worried about the virus, but a larger part of the populace is longing to retur...

Euromonitor International's Fortified/Functional Packaged Food in USA report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### FORTIFIED/FUNCTIONAL PACKAGED FOOD IN THE US

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Immune support as a functionality faces an uncertain future

Protein remains big, but for how long?

Gut health sees rising interest

#### PROSPECTS AND OPPORTUNITIES

Protein trend to lift sweet biscuits and snack bars

More indulgent categories will see better gains from fortified/functional products

Demand set to continue as consumers look to supplement their diets

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Packaged Food by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Breakfast Cereals: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Bread: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional Sugar Confectionery: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Milk: % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Sweet Biscuits: % Value 2016-2021

Table 8 Sales of Fortified/Functional Yoghurt by Standard Fat vs Reduced Fat: % Value 2016-2021

Table 9 NBO Company Shares of Fortified/Functional Packaged Food: % Value 2017-2021

Table 10 LBN Brand Shares of Fortified/Functional Packaged Food: % Value 2018-2021

Table 11 Distribution of Fortified/Functional Packaged Food by Format: % Value 2016-2021

Table 12 Forecast Sales of Fortified/Functional Packaged Food by Category: Value 2021-2026

Table 13 Forecast Sales of Fortified/Functional Packaged Food by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN THE US

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 14 Sales of Health and Wellness by Type: Value 2016-2021

Table 15 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Category: Value 2016-2021

Table 17 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 18 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 19 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 20 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 21 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 22 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 23 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 24 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 29 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Fortified/Functional Packaged Food in the US

Product link: <https://marketpublishers.com/r/FC75B21C0E4EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FC75B21C0E4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970